

Empowerment of women through entrepreneurial development : A success story

■ M.B. Deka, Pompei Saikia and R.M Saikia

AICRP-Department of Extension Education, Faculty of Home Science, Assam Agricultural University, JORHAT (ASSAM) INDIA

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Women are the key contributors to the economy and in combating poverty through both remunerative and non remunerative work at home, in the community and in the work place. Empowerment of women has justified in the eradication of poverty through micro enterprise.

Women's participation in income generating activities is believed to increase their status and decision making power. Therefore women's empowerment is one of the critical and essential factors to the process of development of community. Increase in women's income translates more directly into better child health, nutrition and family well being. Hence involvement of women in exploiting their own potential is very vital for their economic development. Hence there is need for participation of women in planning, executing and evaluating the project through resource assessment. There are several enterprises with promising opportunities for exhibiting the capacities and capabilities of women like agriculture, animal husbandry, Home Science and KVKs etc. women contribute a large share of what they earn to basic family maintenance than man. Keeping this in view 10 days training programme on "value addition through fabric painting for income generation" was organized all India Co-Ordinated Research Project of Extension Education, College of Home Science, collaboration with Department of Extension Education and Pidilite: Fecivryl Hobby ideas. As an outcome of the training three participants out of fifteen have started generating income by applying the skill in practice. Ms. Jina Khanikar (21 yrs) of Hatichungi Komar gaon needs a special mention here.

Jina Khanikar of Hatichungi Komargaon village of Jorhat



Fig. 1 : Awareness camp on fabric painting

District is an H.S.L.C passed rural girl. She dropped out her education due to their poor economic family condition. During the month of December 2010 she came into contact with scientist of AICRP –Home Science, Department of Extension Education and discussed about her financial condition as well as her interest to develop a micro enterprise.

Jina attended the awareness camp on Fabric Painting conducted from 23rd Dec, 2010 in collaboration with Pidilite : Fecivryl Hobby Ideas. Being motivated by the awareness camp, she attended all the four trainings of the series comprising of Fabric painting, Silk painting, Ceramic painting and molding craft (jewelry making). Each training was of four days duration.

Impact of the training:

On completion of the trainings, she started paintings on



Fig. 1 : Awareness camp on fabric painting

Table 1: Economics of fabric painted garments making

Garments of fabric painting	Number of item sold (Nos)	Sale price (Rs.)	Cost of production (Rs.)	Total cost of production (Rs.)	Income (Rs.)	Net profit (Rs.)
Mekhala chaddar	20	900.00/ set	300.00/ set	6000.00	18000.00	12,000
Mekhela	9	250.00/ no	120.00/ no	1080.00	2250.00	1170.00
Pillow cover	16	150.00/ no	80.00/no	1280.00	2400.00	1120.00
Bed sheets	3	750.00/ no	350.00	1050.00	2250.00	1200.00

Table 2 : Economics of Jewellery making

Items of fabric painting	Number of item sold (Nos)	Sale price (Rs.)	Cost of production (Rs.)	Total cost of production (Rs.)	Income (Rs.)	Net profit (Rs.)
Jewellery set	12	500.00/set	120.00/set	1440.00	6000.00	4560.00
Ear rings	15	60.00	20.00	300.00	900.00	600.00
Single chain	7	300.00	140.00	980.00	2100.00	2020.00

mekhala and *chaddar*, pillow cover, bed sheets and handkerchiefs. She also prepared some jewellery sets and sold them during festive *-bihu* season. She was one of the member of SHG by name “*Karabi*” registered under DRDA. First she started her business getting loan from her own SHG.

Now Jina khanikar started earning income by fabric painting and jewellery making. She wants to start her own small enterprise on fabric painting. Now she is busy to preparing her products and she gets more orders from people both from different people own village and outside the village too. She had already sold some products (Table 1 and 2).

Presently she wants apply for loan from DRDA and counting the work with the profits obtained from Fabric painting. As she expressed that the main factor responsible for her success were the influence of the training, self confidence

to do something and co-operation from her family members and her SHG members. She also express from her experience it is a good income generating activity which had good market potential.

Rural women who were always considered passive listeners and receivers, now due to the empowerment, become forefront of the development process. Fabric painting is widely accepted as an income generation activity. The other successful trained women also displayed their skills in the exhibition organized by the AICRP-Extension Component collaboration with Department of Extension Education, College of Home Science, AAU, Jorhat.